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REPORT OF October 1986

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Year)

(Number of companies reporting this month 46)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE		MILLIONS OF $	CHANGE	
		MILLIONS OF $	PERCENT (+/-) FROM PRIOR YEAR		$	%
SHIPMENTS						
MONTH						
1986	426.7	- 39.1	- 8.4			
1985	465.8	- 114.8	- 19.7			
1984	580.6					
CUMULATIVE						
1986	3695.2	- 354.3	- 8.7			
1985	4049.5	+ 406.8	+ 11.2			
1984	3642.7					
ORDERS RECEIVED *UNCONFIRMED ORDERS ARE NOT INCLUDED*						
MONTH						
1986	78.2	- 14.0	- 15.2			
1985	92.2	+ 9.1	+ 10.9			
1984	83.1					
CUMULATIVE						
1986	4543.7	- 656.6	- 12.6			
1985	5200.3	+ 281.8	+ 5.7			
1984	4918.5					

NOTE + SIGNIFIES CURRENT YEAR INCREASE - SIGNIFIES CURRENT YEAR DECLINE

As Compiled By:
Locker, Greenberg, & Brainin, P.C.

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
DOLLAR TREND BY MONTH October 1986

(Millions of Dollars)

	JAN.	FEB.	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	Y.T.D. AVG.
SHIPMENTS													
1986 MONTHLY	158.1	293.3	391.1	308.2	307.8	486.5	236.2	456.4	630.9	426.7			369.5
1985 MONTHLY	219.4	312.5	418.8	311.4	378.8	442.5	303.3	503.9	693.1	465.8	367.8	195.0	404.9
1984 MONTHLY	142.9	265.5	292.8	292.6	309.1	392.6	349.6	450.5	566.5	580.6	465.6	273.7	364.3
1986 CUMULATIVE YTD	158.1	451.4	842.5	1150.7	1458.5	1945.0	2181.2	2637.6	3268.5	3695.2			
1985 CUMULATIVE YTD	219.4	531.9	950.7	1262.1	1640.9	2083.4	2386.7	2890.6	3583.7	4049.5	4417.3	4612.3	
1984 CUMULATIVE YTD	142.9	408.4	701.2	993.8	1302.9	1695.5	2045.1	2495.6	3062.1	3642.7	4108.3	4382.0	
ORDERS RECEIVED*													
1986 MONTHLY	827.8	674.6	958.3	543.2	399.1	391.3	145.4	275.5	250.3	78.2			454.4
1985 MONTHLY	1273.5	849.1	862.3	671.4	345.7	393.1	301.6	216.5	194.9	92.2	96.4	348.5	520.0
1984 MONTHLY	773.6	702.3	668.4	1000.1	445.8	413.6	348.2	288.0	195.4	83.1	104.7	55.9	491.9
1986 CUMULATIVE YTD	827.8	1502.4	2460.7	3003.9	3403.0	3794.3	3939.7	4215.2	4465.5	4543.7			
1985 CUMULATIVE YTD	1273.5	2122.6	2984.9	3656.3	4002.0	4395.1	4696.7	4913.2	5108.1	5200.3	5296.7	5645.2	
1984 CUMULATIVE YTD	773.6	1475.9	2144.3	3144.4	3590.2	4003.8	4352.0	4640.0	4835.4	4918.5	5023.2	5079.1	
CANCELLATIONS													
1986 MONTHLY	17.8	38.8	21.4	21.2	60.0	76.9	52.9	94.2	112.7	116.6			61.3
1985 MONTHLY	18.9	26.5	41.3	38.7	138.0	45.7	53.4	80.0	103.1	119.0	144.7	26.7	66.5
1984 MONTHLY	7.0	6.1	21.5	18.6	48.1	56.3	24.9	87.1	55.9	46.1	91.3	78.1	37.2
ORDERS ON HAND (End of Month)													
1986	1026.5	1364.8	1918.1	2131.9	2161.1	2008.8	1865.1	1581.9	1080.3	615.4			1422.8
1985	1222.5	1736.9	2142.1	2465.6	2292.4	2199.4	2144.3	1766.1	1146.6	673.0	252.8	379.6	1778.9
1984	719.0	1155.9	1511.5	2197.6	2286.2	2249.3	2222.8	1965.8	1496.5	951.3	498.5	198.0	1675.6

*UNCONFIRMED ORDERS ARE NOT INCLUDED

As Compiled By:
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COMPANIES PARTICIPATING - 46 OCT. 1986

Bachmann Industries
Bandai America
Barr
Blazon Flexible Flyer
Cadaco
Chilton Globe
Coleco
Colorforms
Dolly Toys
Eden Toys
Effanbee
Empire of Carolina
Ertl
Fisher Price
Goldberger Doll
Hasbro
Hedstrom
Kenner
Kransco Mfg., Inc.
Lego
Lionel
Little Tikes
Matchbox (U.S.A.)
Mattel
Mighty Star
Monogram
M & S Shillman
National Latex
Ohio Art
Park Plastics
Parker Brothers
Power Wheels
Placo
Playmate Toys
Pressman Toys
Processed Plastic
Proll Toys
R. Dakin
Roadmaster
Sanitoy
Skilcraft
Steven
Strombecker Corp.
Tomy
Tonka
Tyco

Note: Nu-Cushion, CBS Toys, TSR, Inc. and Revell are no longer submitting figures.
Figures for Wham-O are now included with Kransco's figures.
Figures for Leisure Dynamics are now included with Coleco's figures.
Figures for Schaper are now included with Tyco's figures.
Pines of America is now doing business as Power Wheels.

Not Participating: H-G Toys